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SEP 29 2004**TO:** Examiner Akiba K. Robinson Boyce
U.S. Patent and Trademark Office
GAU 3623
Fax: 703-872-9306 (Central Fax Server)**FROM:** Robert H. Frantz
Franklin Gray Patents, LLC
Tel: 405-812-5613
Fax: 405-440-2465**DATE:** September 29, 2004**PAGES:** 18 (inclusive)**In re the Application of:**

Mark Joseph Hamzy)
Serial Number: 09/731,870) **Group: 3623**
Docket Number: AUS9-2000-0656-US1) **Examiner: Akiba K. Robinson Boyce**
Filed on: 12/07/2000)
For: "Visual and Audible Consumer)
Reaction Collection")

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Robert H. Frantz, Reg. No. 42,553

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In the United States Patent and Trademark Office

In re the Application of:

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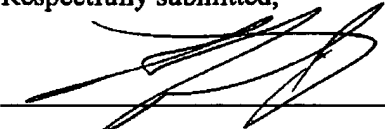
**RESPONSE TO OFFICE ACTION UNDER 37 CFR §1.111,
and AMENDMENT UNDER 37 CFR §1.121**

Assistant Commissioner for Patents
Washington, DC 20231

Sir:

Responsive to the Official Action dated June 30, 2004, please receive our reply and amendment. Reconsideration of the rejections of the Office Action is hereby requested.

Respectfully submitted,


Robert H. Frantz, Registration No. 42,553
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